



## PLAN FOR PLANNING COMMITTEE (P4P)

**DRAFT** Minutes of Work Meeting

September 21, 2010 - 8:00 am at Teton County Courthouse

**In attendance:** Aaron Driggs, Jeff Potter, Kevin Owyang, Shawn Hill, Sal Lazalde, Brett Cooke,

**Staff:** Angie Rutherford (recorder), Curt Moore, Teton County Planner,

**Others:** Anna Trentatdue (VARD), Tony Goe, Rusty Cheney

**Discussion and Action:** Shawn Hill, Chairman of the P4P Committee, opened the meeting. He and Ms. Rutherford described the function of the P4P for Mr. Lazalde as establishing the process for community input during the Comp Plan process and using the input to write an RFP for a consultant who will actually write the Plan. Introductions were made to introduce and acquaint Mr. Moore, a new planner for Teton County.

**Mr. Owyang moved to approve the minutes from the September 7 meeting.** Mr. Driggs seconded. There was no discussion, and all were in favor.

**Branding:** Ms. Rutherford asked for discussion on the four draft brands she has send the committee via email. The results of a straw vote: Concept A- 4 votes, Concept B- 1 vote, Concept C-2 votes, Concept D – 0 votes. Ms. Rutherford and Mr. Owyang explained the reason for Concept A-1 & A-2 (A-1 is a long, banner type logo and A-2 is more traditionally dimensioned). Mr. Rutherford explained the logo- starting in Tetonia with silos, the Tetons, moving to Driggs with the Courthouse, then to Victor- the entire drawing in one line- with the tag line, we are all connected.

Mr. Potter liked the story of Concept A, but thought it was busy- Concept B seemed more usable to him.

Ms. Rutherford mentioned that she had asked Ms. Russell (the contracted logo designer from Fall Line Design) to remove a few buildings to simplify the design, but she could ask for more to be removed to simplify the design more.

The committee discussed other names and taglines. Mr. Hill liked “Common Ground”, Mr. Driggs liked “We are Teton Valley”. It was brought to the committee’s attention that there are other “Common Ground” organizations in existence. Mr. Owyang found “We are Teton Valley” a little awkward, but felt they both work. Mr. Cooke liked the local aspect of “We are Teton Valley”. Mr. Hill suggested “Teton Valley 2020” and there was general approval.

**Mr. Potter moved to approve “Teton Valley 2020” for the program brand ID and Concept A with modifications approved by Mr. Owyang or Ms. Rutherford as the logo.** Mr. Cooke seconded the motion and all were in favor. “Our future links together” was chosen as a tagline, if needed.

Ms. Trentatdue asked if VARD could use the new logo in her newsletter that is going out this month when she announces the progress of the P4P. The committee decided to keep the logo use to only the comp plan organizers and that VARD, or any other organization, should NOT use the logo in their literature.

**Kick-Off Party:** While the committee generally agreed that a kick-off party in conjunction with another event would be the best option, it was determined that there are not any other large events going on in the same time frame as the kick-off party. The idea was suggested to have a breakfast in Tetonia, lunch in Driggs and dinner in Victor, an idea to follow the story line of our new logo. Mr. Cooke asked how much money we wanted to spend on this event. He mentioned we need to get the word out by contacting our groups and that the event needs to be convenient and easy for people to attend. The point of having people attend the party would be to get the word out about the Comp Plan with an educational component, to have people fill out the short survey and to get contact information so we could send them a link to the online survey. The idea was floated that food would be in exchange for a completed short survey. Mr. Potter mentioned making banners to hang in high-visibility areas. The date was set for OCTOBER 13 and Ms. Rutherford will begin preparations.

**Stakeholder Groups:** The strategy for getting broad-based public input was discussed. It was agreed that no single technique would, in and of itself, be successful, but that we needed to try a smattering of everything including: social media, one-on-one conversations, going to meetings, hosting gathering, mailings, brochures, newspaper outreach, etc.

Committee members will need to be in contact with their assigned stakeholder groups. Ms. Rutherford will put together a "Meeting in a Box" to assist committee members. Mr. Hill asked that every committee member host a gathering in the next few months. The goal is to educate and get public input.

**Mailer:** Ms. Rutherford showed examples of a mailer to send out to every postal customer in the valley. Mr. Cooke asked if that strategy is cost-effective. It was decided that because this is one way to reach some people that would be difficult to reach otherwise, we should try. The mailer should go out with, or shortly after, the launch. The mailer should mention prizes as a carrot. Ms. Rutherford was directed to proceed with creating a mailer.

**TAAF:** Teton Area Advisory Forum (TAAF) has offered to help put some ads in the paper for educational purposes. Mr. Hill suggested that it might be better to get TAAF involved as the Comp Plan Committee is formed later in the process. Information to get out is: What is a Comp Plan? What are the parts of a Comp Plan? And What is the process by which the Comp Plan is written? Ms. Rutherford will be in communication with TAAF.

**Grant Applications:** Ms. Rutherford mentioned that Teton County, in conjunction with other entities, has applied for two grants that would provide money to pay for a consultant to write the Comp Plan. She wanted to make sure the committee understood that the grants included money to pay for a comp plan consultant and a code writing consultant and that the code writer was chosen. For this reason, the comp plan consultant would need to be able to work with the code writer and she was worried about the consultant options being limited. Because the grant is matched and Teton County tax payer dollars are used, the county would still need to follow state guidelines which include getting at least three estimates before choosing a consultant. The committee, as articulated by Mr. Cooke, was concerned about the strings attached to grant money. Ms. Rutherford will look into that. Mr. Driggs mentioned there is already push-back in the community about grant money being a waste of tax-payer money. Mr. Hill mentioned that one grant was written by the Yellowstone

Business Partnership (YBP) and would obligate the county to join their Sustainable Communities Framework. The YBP advocates sustainability as a cost-saving business strategy, but could be viewed as not politically-neutral. Ms. Rutherford mentioned that the RFP needs to be extremely clear about what we, the community of Teton County, want and need for a consultant. The RFP needs to be written in a way such that we can fairly and assuredly choose the right consultant for our community. Mr. Cooke reiterated that he will not support spending more money than needed to write the plan just because it is available. He suggested, and it was agreed, to move forward under the assumption that we will not get any grants.

**Homework:** Ms. Rutherford will send out a list of homework. Ms. Rutherford will post the stakeholder list to the Comp Plan website. Ms. Rutherford will check on the availability of the "Teton Valley 2020" domain name.

**Next Meeting** Scheduled for October 5, 2010, 8am in the Commissioners Meeting Room. Ms. Rutherford will be out of town for a conference, but Mr. Moore will run the meeting.

**Mr. Cooke moved to adjourn.** Mr. Owyang seconded and all were in favor.

Respectfully submitted,  
Angie Rutherford